

## **Historic, Archive Document**

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# GRO-MULCH

*"Product for the Proud Gardener"*

A PERFECT SOIL CONDITIONER

A MULCH

AN ORGANIC PLANT FOOD

EXCELLENT FOR CAMELLIAS AND AZALEAS



GROW MUCH WITH GRO-MULCH

A THREE-PURPOSE PRODUCT

Mulches, Conditions Soil and Aids Plant Growth  
In One Operation

A NATURAL PRODUCT





# How To Use

Gro-Mulch is a three purpose product. It nourishes, conditions soil and mulches all in one operation. There is no danger of burning tender roots even when used in the pure state. Plants growing in Gro-Mulch need not be constantly fertilized for this substance releases plant foods for several years. The following plants thrive exceptionally well in Gro-Mulch—Azaleas, Camellias, Roses, Chrysanthemums, and vegetables of all kinds.

## *Annuals*

Annuals should be planted in well prepared loamy soil with enough Gro-Mulch to make the surface soil so light and fine that the tender seedlings may penetrate it easily. For most soil, one part Gro-Mulch to one part soil is a sufficient ratio.

## *Perennials*

Because a perennial bed is permanent, it should have adequate drainage, texture, and fertility so that the soil will not need renewal or elaborate attention for several years. Dig the soil to a depth of eight inches, mixing with it a coating of three inches of Gro-Mulch.

## *Bulbs*

Plant bulbs in a spot fully exposed to sun and far enough away from trees to prevent robbing the soil of moisture and vitality. Apply one inch of Gro-Mulch and mix in the top eight inches of soil. At planting place a handful of Gro-Mulch around each bulb.

## *Potted Plants*

Most potted plants will thrive best in a 50-50 mixture of Gro-Mulch and loamy soil.

## *Trees*

Gro-Mulch should be placed in the hole when young trees are set out at a rate of no less than 15 pounds for a 5-foot tree. Large trees may be nourished by applying Gro-Mulch in post holes dug around the tree under the tips of the branches at a rate of 100 pounds per six inches of diameter of the tree. A two-inch mulch should be worked into the top two inches of soil before the weather becomes hot and dry. A good application every three years is sufficient.

## *Lawns and Golf Greens*

Gro-Mulch is very effective in renewing lawns and golf greens. Just spread the loose granules over the grass at a rate of at least 25 pounds per 100 square feet of space and sprinkle well.

## *Vegetables*

Prepare the vegetable garden soil, mixing about two inches of Gro-Mulch in the top eight inches of soil. A handful of Gro-Mulch should be placed around each plant at planting time. The more Gro-Mulch used in the garden, the better the vegetables will grow.



# Gro-Mulch



## Shrubs

Most shrubs are not especially particular about the composition of the soil, but since the plants will be in their station for a long time, 10 to 15 pounds of Gro-Mulch should be worked well into the soil. Later applications should be added as a mulch as the shrub increases in size.

### AZALEAS

This is a shallow rooted plant, therefore mix the Gro-Mulch in the top four-to-six inches of soil at setting time. After setting, add two inches of Gro-Mulch on the surface of the soil as a mulch to protect these shallow roots from heat and drouth. No fertilizer is necessary, for Gro-Mulch gives off enough organic acid for the acidic needs of Azaleas.

### ROSES

If roses are to flourish, they must have plenty of organic matter, moisture, sunlight, and good drainage. Three inches of Gro-Mulch worked well into the top 12 inches of soil will supply sufficient organic matter, and plant food; and will aid porosity of the soil sufficient for good aeration and moisture holding capacity. A one-inch mulch is advisable on the surface of the rose bed during any hot and dry periods.

### CAMELLIAS

These plants will grow in quite poor soil provided it is of a somewhat acid character. They are, however, very slow growers unless well cultivated, mulched, and fed. No less than 15 pounds of Gro-Mulch should be pulverized within the soil when the camellia is set in the yard. A two-inch mulch then maintained will keep the roots cool and moist and will liberate sufficient acid and plant nutrients for very vigorous and fruitful plant growth.

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## LETTER FROM MISS CAROLINE DORMON Saline, La.

Magnolia State Nursery  
Baton Rouge, La.

Dear Mr. Harper:

You remember that sack of "material" (I believe you now call it "Grow-Mulch") that you brought me last year to try? Well, it is really *the stuff*. I worked it in around some of my fine Louisiana iris seedlings, and they are about three times as fine as those that did not have it. It is certainly a "natural" for these irises.

I had some special daylilies that Geddes Douglas had sent me from Nashville. I used the Gro-Mulch around these, and they bloomed beautifully, and how they have multiplied!

You know how cantankerous native deciduous magnolias are, and what voracious feeders they are. I used Grow-Mulch around two, with a tiny bit of crushed lime-rock, and a little phosphate fertilizer, and they are thriving.

I don't go in for camellias (as you know, I have mostly native plants), but my sister has two. They had never bloomed much—just a blossom or two on each plant. Grow-Mulch made them bloom—at least, they are now covered with buds.

As you told me you folk were testing out the Gro-Mulch, I thought you would like to have this report. I believe it will benefit any and all plants, as it both mulches and fertilizes.

Sincerely yours,

CAROLINE DORMON



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LETTER FROM MR. L. J. RUSSO  
OF THE L. J. RUSSO MOSS CO.  
New Roads, La.

Gro-Mulch Fertilizer Works  
Napoleonville, La.

Dear Mr. Joffrion:

In 1935 I applied Gro-Mulch to the soil of my vegetable garden and flower beds in the ratio of two parts soil to one part mulch. All of my vegetables produced abundantly and gave yield earlier than usual. The egg-plants grew to enormous proportions, yielded fine tasty fruit, and produced good fruit to the last picking. In 1941 Robert Ripley's famous "Believe It or Not" column gave the story of my egg-plants relating that I had to stand in the back of a truck to touch the highest piece of fruit on the plant; still yet I could reach no closer than two and one-half feet from the top of the plant. To avoid any uncertainty on your part, I will add that this was no special egg-plant, but the same type that is commonly planted everywhere and seeded in the same manner except that it had been mulched as stated above. My parsley bed (16'x4'), planted in 1935, has produced in abundance ever since without replanting, and to this day has not yet gone to seed.

In the same year (1935) I planted two small camellia plants, one on each side of the walk to the entrance to my home. One plant I mulched with Gro-Mulch; the other with commercial fertilizer and manure. The plant I treated with Gro-Mulch now stands 11½ feet high and has approximately 350 blossoms—as beautiful as any camellia you have ever seen. The plant to which I applied commercial fertilizer and manure now stands only 5½ feet high and has no blossoms at all—only a few small buds.

My roses have developed beautifully and bear lovely blossoms all year round. The egg-plants, parsley, shallots, beets, and radishes which I entered at the Point Coupee Parish Fair in 1948 (all of which had been mulched with Gro-Mulch) gave me first place Blue Ribbon awards. This material is definitely the finest plant nutrient yet discovered.

Yours truly,

LAWRENCE J. RUSSO

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SOLD BY:

**MAGNOLIA STATE  
NURSEY  
Rt.4 Baton Rouge, La.  
Dial 4-7703**

*Dehydrated, Milled and Packed  
by the*

***Gro-Mulch Fertilizer Works***

NAPOLEONVILLE, LA.

TELEPHONE 2361